



IHOP to Bail Out Hungry Consumers

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IHOP Interrupts Gloomy Economic News With the Return of Popular "All You Can Eat" Pancakes

GLENDAL, CA, Jan 05, 2009 (MARKET WIRE via COMTEX News Network) -- As the 24/7 news cycle continues to broadcast stories of economic despair, IHOP offers consumers a reprieve from all the doom and gloom with the announcement of its 2009 Hungry Consumer Relief Plan. At the heart of the plan is IHOP's desire to remind guests of the great value and good times they've enjoyed over a stack of America's favorite, golden buttermilk pancakes. IHOP invites guests to enjoy their fill of All You Can Eat Pancakes, with minimal economic impact, any time of day now through February 22. Guests can choose to complement their pancakes with a Never-Empty Pot of IHOP's International House Roast coffee, a rich blend of premium beans selected, harvested and roasted exclusively for IHOP.

"Our guests know they can count on IHOP to always deliver a good value and delicious golden pancakes," said Carolyn O'Keefe, IHOP's senior vice president, marketing. "We believe that unlimited buttermilk pancakes and cups of fresh coffee can help provide the 'stimulus' our economy needs in the New Year."

Available for a limited time at participating locations, IHOP's All You Can Eat Pancakes offer starts at \$4.99 and is available a la carte or as part of a combo, which includes two, fluffy buttermilk pancakes, eggs any style, crispy hash browns, and a choice of pork sausage links, crisp bacon or ham. Pancakes are served fresh three at a time until the guest is satisfied. Price may vary by location.

International House Roast coffee is available any time of day and is served tableside in IHOP's iconic Never-Empty copper-colored coffee pots.

For more information on the 2009 Hungry Consumer Relief Plan or to find an IHOP restaurant near you, please visit www.ihop.com.

ABOUT IHOP

For 50 years, the IHOP family restaurant chain has served its world famous pancakes and a wide variety of breakfast, lunch and dinner items that are loved by people of all ages. IHOP offers its guests an affordable, everyday dining experience with warm and friendly service. The first IHOP opened in Toluca Lake, Calif. in 1958, and as of September 30, 2008, there were 1,375 IHOPs in 49 states, Canada and Mexico. IHOP restaurants are franchised and operated by Glendale, Calif.-based IHOP, a subsidiary of DineEquity Inc. (NYSE: DIN).

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